MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018 / 2019

BBM3124 –SMALL BUSINESS MANAGEMENT

(All Sections/ Groups)

28 MAY 2019
2.30 p.m. to 4.30 p.m.
(2 hours)

INSTRUCTIONS TO STUDENTS

1. This questions paper consists of **ONE (1)** page excluding cover page.
2. Answer **ALL** questions. The marks for each question is given in the question paper.
3. Please write your answers in the Answer Sheet provided.

Answer **ALL** Questions. You are encouraged to include detailed explanation, personal opinions and examples to illustrate your answer.

Question 1

Cost of production refers to the total sum of money needed for the production of a particular quantity of output. Discuss **FIVE (5)** ways for small business firms to deal with rising cost of production.

(20 Marks)

Question 2

Profitability is ability of a company to use its resources to generate revenues in excess of its expenses. Illustrate and elaborate customer profitability map.

(20 Marks)

Question 3

A company needs to produce a cash budget in order to ensure that there is enough cash within the business to achieve the operational levels set by the functional budgets. Describe **FIVE (5)** steps in preparing a cash budget.

(20 Marks)

Question 4

For an organization to have an effective and efficient manufacturing unit, it is important that special attention is given to facility layout. Elaborate on **FIVE (5)** factors to consider in deciding layout for manufacturers.

(20 Marks)

Question 5

Employee turnover refers to the number or percentage of workers who leave an organization and are replaced by new employees. Describe **FIVE (5)** ways to reduce turnover rates.

(20 Marks)

End of Page